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REMARKS

Applicants have carefully reviewed the Office Action dated September 9, 2004. Claims 1-22 are pending in this application. Reconsideration and favorable action is respectfully requested.

Claims 1-10 and 21 stand rejected under 35 U.S.C. §102(e) as being anticipated by *Knowles et al.* This rejection is respectfully traversed.

The Examiner in paragraph 3 of the Response indicated that Applicants' arguments centered around the fact that "*Knowles* does not disclose sending product code information to a remote location on the Web for the purpose of extracting a related URL therefrom for forwarding back to the user location." The Examiner referred Applicants to *Knowles*, Col. 2, lines 34-55; Col. 5, lines 40-55 and Col. 3, lines 11-20.

Applicants' Remarks section in the prior response and the arguments with respect to *Knowles* centered on the fact that the bar code provided by *Knowles* is a "URL-encoded bar code." Thus, all that is necessary to contact the location is to insert the bar code into the browser and then the browser will directly go to that URL address. The portions that the Examiner highlighted, that associated with Col. 2, lines 34-55, for example, relate to the exact process of *Knowles*, i.e., that encoding into a bar code a URL, and scanning that URL in order to extract information from the web site. This section is the Summary of the Invention section. Col. 5, lines 40-55, deals with the package routing system where a URL/zip code system where a URL/zip code encoded bar code symbol is disposed on a package which, once scanned, is used to access an Internet server and update the location of the packet in the system. The section at Col. 3, lines 11-20 is related in the second half of the first paragraph from lines 11-16 to the integrated bar code symbol scanner and Internet terminal operable to surf to the web sites listing a web site guide by simply scanning corresponding URL encoded bar coded symbols printed on pages. The first half of the second paragraph from lines 17-20 relates to providing a scanner integrated terminal wherein the scanner integrated terminal is connectable to the Internet by way of a wireless link.

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Claims 1-10 and 21 stand rejected under 35 U.S.C. §102(a) as being anticipated by *Knowles*. This rejection is respectfully traversed.

The Examiner has specifically noted that *Knowles* discloses each step of the method for interfacing a user location on a network to a destination location on the network. However, the Examiner did not provide specific arguments with respect to *Knowles* or sections in the specification to direct Applicants to. The Examiner states that *Knowles* discloses the step of "scanning a bar code having product information contained therein relating to an associated product, which bar code has no network routing information contained therein. . ." The *Knowles* reference, as set forth herein above, is directed toward providing a URL-encoded bar code. By definition that URL-encoded bar code has to have routing information contained therein. The term "URL" is a "Universal Resource Locator." As such, the only purpose of the URL is to provide a location on the network. In Col. 19, lines 33-36, *Knowles* states that there is provided "a URL Field 55A, for storing the URL assigned to each package, at which a static information storage location resides on a web-page on the RTD Internet Server 51;" which clearly indicates that each URL is defined by a static address, a particular and defined location on the network. As such, this can be interpreted in no other way than that the URL is routing information and, as such, *Knowles* cannot meet this limitation; rather, *Knowles* actually teaches away from Applicants' invention in that they go to great extents to provide a static address for every particular record and have a system that prints this URL-encoded bar code label for the purpose of attaching it to a document, the primary purpose for attaching this to the document being to direct it to a location on the network.

The Examiner further states that *Knowles* discloses "the step of defining including the steps of accessing a relational database at a location on the network containing a relationship between product information and predefined destination locations on the network, which relational database is operable to determine the one of the predefined destination locations associated with the extracted product information. . ." The only relational database illustrated in *Knowles* is that associated with the RTD server. There is no product code information, i.e., that associated with the scanned URL, that is set to the relational database. All that occurs is that the user utilizes the URL, the unique

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address of the record on the network, to access that record. The mere access of the record causes the record to be returned to the user. Of course, in the TCP/IP system, this URL constitutes a destination address for the record and a data packet will be generated with this destination address in it. As such, this particular URL is sent to the destination server but is only utilized to connect to the server and is not utilized by the server itself nor is there any determination made by the relational database as to whether a defined destination location is associated with that URL, since the system is already at the desired destination. As such, Applicants do not believe that *Knowles* discloses or suggests such limitation in the claim.

Knowles, and as set forth in a prior Response, is a system that merely scans a bar code to determine the URL directly from that bar code. Once the URL is determined, then the user has information as to how to locate the system on the network. The reason for this is that the primary purpose and the only purpose of the URL-encoded bar code is to provide routing information. Even if this routing information is in the form of a domain name which must then go to a domain name server lookup, the fact is that this is still routing information and has really no no other purpose. As such, Applicants believe that Claim 1 is not anticipated by *Knowles* and, therefore, respectfully requests the withdrawal of the 35 U.S.C. §102 rejection with respect thereto.

Claims 2-10 are dependent on Claim 1 and, for the reasons described herein above, are believed to overcome the 35 U.S.C. §102 rejection with respect thereto, the withdrawal of which is respectfully requested. However, certain of these claims will be discussed with respect to the Examiner's specific objections.

With respect to Claim 3, the Examiner has indicated that the bar code is disposed on or in close association with "the associated product." The Examiner referred to Col. 3, line 34 to Col. 3, line 55 to support this objection. In this section, a discussion is made as to URL printed on various types of print media. In the body of the specification, it is described that labels can be printed onto a book to direct a reader to be used with the scanner to a particular location on the network. However, Claim 1 sets forth that the bar code has "product information contained therein" that

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relates to an associated product. All that is contained in *Knowles* is the URL. This URL does not contain product information.

With respect to the Examiner's comments with respect to Claim 7, the step of defining the universal resource locator or the destination location or the network in response to the step of scanning and extracting is set forth in *Knowles* as a way of generating the original label. This is generated in accordance with the embodiment of Figures 7a and 7b. However, there is no scanning operation to generate this URL that is disclosed anywhere in *Knowles*, the URL has to exist prior to the scanning operation and, therefore, it cannot be defined or generated in response to the step of scanning and extracting.

Claims 11-20 and 22 stand rejected under 35 U.S.C. §102(e) as being anticipated by *Knowles et al.* This rejection is respectfully traversed.

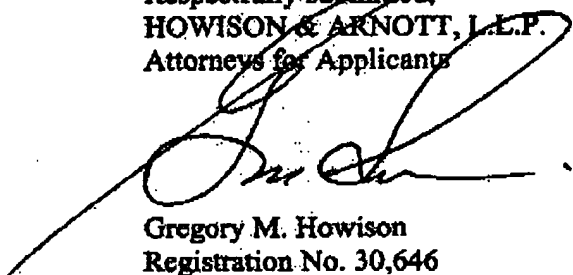
For the reasons described herein above with respect to the rejection in view of Claims 1-10 and 21, the rejection with respect to Claims 11-20 and 22 is substantially the same as these are parallel apparatus claims.

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Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,734 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
HOWISON & ARNOTT, L.L.P.
Attorneys for Applicants



Gregory M. Howison
Registration No. 30,646

GMH/yoc/keb

P.O. Box 741715
Dallas, Texas 75374-1715
Tel: 972-479-0462
Fax: 972-479-0464
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